

Rep Order# 9783896 Ver# 1 Status New Traffic Order# Printed: 08/07/2012 9:06 AM 1 of 3
 EC'd No Last Received: 08/07/2012 8:48 AM
 Showing Buylines: All Lines

Station WWSB-TV SARASOTA, FL
 Advertiser () POLITICAL
 Product RNC-ROMNEY
 Estimate# 19
 Buyer STEPHANIE KINCAID
 Phone#
 Fax#

Agency () AMERICAN RAMBLER PRODUCTION
 138 CONANT ST
 BEVERLY, MA 01915
 Agency C/P1/P2/E //19
 Flight Dates 08/08/2012 - 08/14/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () BRAD PHILIPPS
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

RNC-ROMNEY *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW RNC-ROMNEY ORDER
 PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	7A-8A	GMA	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
	2	W-F	7A-8A	GMA	:30	\$400.00	08/08-08/10	3	1	3	\$1,200.00	
	3	M-TU	8A-9A	GMA	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
	4	W-F	8A-9A	GMA	:30	\$400.00	08/08-08/10	3	1	3	\$1,200.00	
	5	M-TU	11A-12P	VIEW	:30	\$200.00	08/13-08/14	2	1	2	\$400.00	
	6	W-F	11A-12P	VIEW	:30	\$200.00	08/08-08/10	3	1	3	\$600.00	
	7	M-TU	1P-2P	CHEW	:30	\$130.00	08/13-08/14	2	1	2	\$260.00	
	8	W-F	1P-2P	CHEW	:30	\$130.00	08/08-08/10	4	1	4	\$520.00	
	9	M-TU	2P-4P	SOAPS	:30	\$130.00	08/13-08/14	4	1	4	\$520.00	
	10	W-F	5P-530P	NEWS	:30	\$350.00	08/08-08/10	6	1	6	\$2,100.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	5P-530P	NEWS	:30	\$350.00	08/13-08/14	4	1	4	\$1,400.00	
	12	W-F	6P-630P	NEWS	:30	\$800.00	08/08-08/10	6	1	6	\$4,800.00	
	13	M-TU	6P-630P	NEWS	:30	\$800.00	08/13-08/14	4	1	4	\$3,200.00	
	14	W-F	7P-730P	WHEEL	:30	\$400.00	08/08-08/10	6	1	6	\$2,400.00	
	15	M-TU	7P-730P	WHEEL	:30	\$400.00	08/13-08/14	4	1	4	\$1,600.00	
	16	M-TU	730P-8P	JEOPARDY	:30	\$400.00	08/13-08/14	2	1	2	\$800.00	
	17	W-F	730P-8P	JEOPARDY	:30	\$400.00	08/08-08/10	4	1	4	\$1,600.00	
	18	M-TU	11P-1130P	NEWS	:30	\$650.00	08/13-08/14	4	1	4	\$2,600.00	
	19	W-F	11P-1130P	NEWS	:30	\$650.00	08/08-08/10	6	1	6	\$3,900.00	
	20	W-F	1130P-12A	NITELINE	:30	\$225.00	08/08-08/10	3	1	3	\$675.00	
	21	M-TU	1130P-12A	NITELINE	:30	\$225.00	08/13-08/14	2	1	2	\$450.00	
	22	SA	8A-9A	GMA	:30	\$250.00	08/11-08/11	1	1	1	\$250.00	
	23	SU	8A-9A	GMA	:30	\$250.00	08/12-08/12	1	1	1	\$250.00	
	24	SU	9A-10A	THIS WEEK	:30	\$185.00	08/12-08/12	1	1	1	\$185.00	

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---SALES MONTHLY TOTALS---

Aug 12: 79 / \$32,510.00
Sales Totals: 79 / \$32,510.00
Station Totals: 79 / \$32,510.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

CABL	0%	UNKN	0%	WBSV	0%	WFLA	23%	WFTS	23%
WTOG	0%	WTSP	21%	WTTA	0%	WTVT	24%	WWSB	5%

\$574,382

Market Totals

Books null
Demos RA35+



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

CONTRACT

<u>Contract / Revision</u> 31250 /		<u>Alt. Order #</u> 09783896
<u>Product</u> 19/RNC-ROMNEY		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Est. #</u> 19
<u>Advertiser</u> REPUBLICAN NATIONAL COMMITTEE/ROMN		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
N 1	7	08/13/12	08/14/12	Good Morning America	7-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$400.00			
N 2	7	08/08/12	08/10/12	Good Morning America	7-9a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$400.00			
N 3	7	08/13/12	08/14/12	Good Morning America	7-9a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$400.00			
N 4	7	08/08/12	08/10/12	Good Morning America	7-9a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$400.00			
N 5	7	08/13/12	08/14/12	The View	11a-12p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$200.00			
N 6	7	08/08/12	08/10/12	The View	11a-12p		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$200.00			
N 7	7	08/13/12	08/14/12	1P-2P	THE CHEW		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$130.00			
N 8	7	08/08/12	08/10/12	1P-2P	THE CHEW		:30			NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				4	\$130.00			
N 9	7	08/13/12	08/14/12	2P-4P	GMA/SOAPS		:30			NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$130.00			
N 10	7	08/08/12	08/10/12	ABC 7 News at 5p	5-530p		:30			NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$350.00			
N 11	7	08/13/12	08/14/12	ABC 7 News at 5p	5-530p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$350.00			
N 12	7	08/08/12	08/10/12	ABC 7 News at 6p	6-630p		:30			NM	6	\$4,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
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<u>Contract / Revision</u> 31250 /		<u>Alt. Order #</u> 09783896
<u>Contract Dates</u> 08/08/12 - 08/14/12	<u>Product</u> 19/RNC-ROMNEY	<u>Est. #</u> 19
<u>Advertiser</u> REPUBLICAN NATIONAL		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$800.00			
N 13	7	08/13/12	08/14/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$800.00			
N 14	7	08/08/12	08/10/12	M-Sa 7-730p	WHEEL		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$400.00			
N 15	7	08/13/12	08/14/12	M-Sa 7-730p	WHEEL		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$400.00			
N 16	7	08/13/12	08/14/12	M-Sa 730-8p	JEOPARDY		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$400.00			
N 17	7	08/08/12	08/10/12	M-Sa 730-8p	JEOPARDY		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				4	\$400.00			
N 18	7	08/13/12	08/14/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				4	\$650.00			
N 19	7	08/08/12	08/10/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$650.00			
N 20	7	08/08/12	08/10/12	Nightline	1135p-12:02:05a		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$225.00			
N 21	7	08/13/12	08/14/12	Nightline	1135p-12:02:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$225.00			
N 22	7	08/11/12	08/11/12	Sat/Sun GMA	8-9a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$250.00			
N 23	7	08/12/12	08/12/12	Sat/Sun GMA	8-9a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$250.00			
N 24	7	08/12/12	08/12/12	This Week	9-10a		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$185.00			
Totals											79	\$32,510.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	79	\$32,510.00	\$27,633.50
Totals	79	\$32,510.00	\$27,633.50

Signature: _____ Date: _____

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